

Rep Order# 9791372 Ver# 1 Status New

Traffic Order#

Printed: 08/14/2012 11:07 AM
Last Received: 08/14/2012 10:35 AM
Showing Buylines: All Lines

1 of 3

Station WWSB-TV SARASOTA, FL
Advertiser () POLITICAL
Product ROMNEY FOR PRESIDENT
Estimate# 24
Buyer STEPHANIE KINCAID
Phone#
Fax#

Agency () AMERICAN RAMBLER PRODUCTION
138 CONANT ST
BEVERLY, MA 01915
Agency C/P1/P2/E //24
Flight Dates 08/15/2012 - 08/21/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () BRAD PHILIPPS
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

ROMNEY FOR PRESIDENT *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ROMNEY ORDER
PLEASE CNFM, THANKS

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	M-TU	7A-8A	GMA	:30	\$400.00	08/20-08/21	2	1	2	\$800.00	
	2	W-F	7A-8A	GMA	:30	\$400.00	08/15-08/17	3	1	3	\$1,200.00	
	3	M-TU	8A-9A	GMA	:30	\$400.00	08/20-08/21	2	1	2	\$800.00	
	4	W-F	8A-9A	GMA	:30	\$400.00	08/15-08/17	3	1	3	\$1,200.00	
	5	M-TU	11A-12P	VIEW	:30	\$200.00	08/20-08/21	2	1	2	\$400.00	
	6	W-F	11A-12P	VIEW	:30	\$200.00	08/15-08/17	3	1	3	\$600.00	
	7	M-TU	1P-2P	CHEW	:30	\$130.00	08/20-08/21	2	1	2	\$260.00	
	8	W-F	1P-2P	CHEW	:30	\$130.00	08/15-08/17	3	1	3	\$390.00	
	9	M-TU	2P-4P	SOAPS	:30	\$130.00	08/20-08/21	4	1	4	\$520.00	
	10	W-F	2P-4P	SOAPS	:30	\$110.00	08/15-08/17	6	1	6	\$660.00	

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Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	11	M-TU	5P-530P	NEWS	:30	\$350.00	08/20-08/21	4	1	4	\$1,400.00	
	12	W-F	5P-530P	NEWS	:30	\$350.00	08/15-08/17	6	1	6	\$2,100.00	
	13	M-TU	6P-630P	NEWS	:30	\$800.00	08/20-08/21	4	1	4	\$3,200.00	
	14	W-F	6P-630P	NEWS	:30	\$800.00	08/15-08/17	6	1	6	\$4,800.00	
	15	W-F	7P-730P	WHEEL	:30	\$400.00	08/15-08/17	6	1	6	\$2,400.00	
	16	M-TU	7P-730P	WHEEL	:30	\$400.00	08/20-08/21	4	1	4	\$1,600.00	
	17	M-TU	730P-8P	JEOPARDY	:30	\$400.00	08/20-08/21	2	1	2	\$800.00	
	18	W-F	730P-8P	JEOPARDY	:30	\$400.00	08/15-08/17	4	1	4	\$1,600.00	
	19	M-TU	11P-1130P	NEWS	:30	\$650.00	08/20-08/21	4	1	4	\$2,600.00	
	20	W-F	11P-1130P	NEWS	:30	\$650.00	08/15-08/17	6	1	6	\$3,900.00	
	21	W-F	1130P-12A	NITELINE	:30	\$225.00	08/15-08/17	3	1	3	\$675.00	
	22	M-TU	1130P-12A	NITELINE	:30	\$225.00	08/20-08/21	2	1	2	\$450.00	
	23	SA	8A-9A	GMA	:30	\$250.00	08/18-08/18	1	1	1	\$250.00	
	24	SU	8A-9A	GMA	:30	\$250.00	08/19-08/19	1	1	1	\$250.00	
	25	SU	9A-10A	THIS WEEK	:30	\$185.00	08/19-08/19	1	1	1	\$185.00	

---REPORT TOTALS---

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Product ROMNEY FOR PRESIDENT
Estimate# 24
Buyer STEPHANIE KINCAID
Phone#
Fax#
Report Totals: 84 / \$33,040.00

Agency () AMERICAN RAMBLER PRODUCTION
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BEVERLY, MA 01915
Agency C/P1/P2/E //24
Flight Dates 08/15/2012 - 08/21/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () BRAD PHILIPPS
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

---SALES MONTHLY TOTALS---

Aug 12: 84 / \$33,040.00
Sales Totals: 84 / \$33,040.00
Station Totals: 84 / \$33,040.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals

\$550,667

CABL 0%

UNKN 0%

WBSV 0%

WFLA 24%

WFTS 23%

WWSB 6%

WTOG 0%

WTSP 22%

WTTA 1%

WTVT 24%

WWSB 6%

Books null
Demos RA35+

CONTRACT



WWSB
1477 Tenth Street
Sarasota, FL 34236
(941)552-0777

AMERICAN RAMBLER PRODUCTION
138 CONANT ST
BEVERLY, MA 01915

Contract / Revision 31396 /		Alt. Order # 09791372
Product 24/ROMNEY FOR PRESIDENT		
Contract Dates 08/15/12 - 08/21/12		Est. # 24
Advertiser ROMNEY FOR PRESIDENT		Original Date / Revision 08/14/12 / 08/14/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WWSB	Account Executive BRAD PHILLIPS	Sales Office Washington DC
Special Handling		
Demographic Adults 35+		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals	
										Spots	Amount
7	08/20/12	08/21/12	Good Morning America	7-9a		:30			NM	2	\$800.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 08/20/12	08/20/12	08/26/12	MT-----				2	\$400.00			
7	08/15/12	08/17/12	Good Morning America	7-9a		:30			NM	3	\$1,200.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 08/13/12	08/13/12	08/19/12	--WTF--				3	\$400.00			
7	08/20/12	08/21/12	Good Morning America	7-9a		:30			NM	2	\$800.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 08/20/12	08/20/12	08/26/12	MT-----				2	\$400.00			
7	08/15/12	08/17/12	Good Morning America	7-9a		:30			NM	3	\$1,200.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 08/13/12	08/13/12	08/19/12	--WTF--				3	\$400.00			
5 7	08/20/12	08/21/12	The View	11a-12p		:30			NM	2	\$400.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 08/20/12	08/20/12	08/26/12	MT-----				2	\$200.00			
7	08/15/12	08/17/12	The View	11a-12p		:30			NM	3	\$600.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 08/13/12	08/13/12	08/19/12	--WTF--				3	\$200.00			
7	08/20/12	08/21/12	1P-2P	THE CHEW		:30			NM	2	\$260.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 08/20/12	08/20/12	08/26/12	MT-----				2	\$130.00			
7	08/15/12	08/17/12	1P-2P	THE CHEW		:30			NM	3	\$390.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 08/13/12	08/13/12	08/19/12	--WTF--				3	\$130.00			
7	08/20/12	08/21/12	3P-4P	SOAPS		:30			NM	4	\$520.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 08/20/12	08/20/12	08/26/12	MT-----				4	\$130.00			
7	08/15/12	08/17/12	3P-4P	SOAPS		:30			NM	6	\$660.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 08/13/12	08/13/12	08/19/12	--WTF--				6	\$110.00			
7	08/20/12	08/21/12	ABC 7 News at 5p	5-530p		:30			NM	4	\$1,400.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 08/20/12	08/20/12	08/26/12	MT-----				4	\$350.00			
2 7	08/15/12	08/17/12	ABC 7 News at 5p	5-530p		:30			NM	6	\$2,100.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



WWSB
1477 Tenth Street
Sarasota, FL 34236
(941)552-0777

<u>Contract / Revision</u>	<u>Alt. Order #</u>
31396 /	09791372

<u>Contract Dates</u>	<u>Product</u>	<u>Est. #</u>
08/15/12 - 08/21/12	24/ROMNEY FOR PRES	24

<u>Advertiser</u>	<u>Original Date / Revision</u>
ROMNEY FOR PRESIDENT	08/14/12 / 08/14/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 --WTF-- 6 \$350.00												
N 13	7	08/20/12	08/21/12	ABC 7 News at 6p	6-630p		:30			NM	4	\$3,200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/20/12 08/26/12 MT----- 4 \$800.00												
N 14	7	08/15/12	08/17/12	ABC 7 News at 6p	6-630p		:30			NM	6	\$4,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 --WTF-- 6 \$800.00												
N 15	7	08/15/12	08/17/12	M-Sa 7-730p	WHEEL		:30			NM	6	\$2,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 --WTF-- 6 \$400.00												
N 16	7	08/20/12	08/21/12	M-Sa 7-730p	WHEEL		:30			NM	4	\$1,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/20/12 08/26/12 MT----- 4 \$400.00												
N 17	7	08/20/12	08/21/12	M-Sa 730-8p	JEOPARDY		:30			NM	2	\$800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/20/12 08/26/12 MT----- 2 \$400.00												
N 18	7	08/15/12	08/17/12	M-Sa 730-8p	JEOPARDY		:30			NM	4	\$1,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 --WTF-- 4 \$400.00												
N 19	7	08/20/12	08/21/12	M-Sun ABC 7 News at	M-F 11-1135p / Sa		:30			NM	4	\$2,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/20/12 08/26/12 MT----- 4 \$650.00												
N 20	7	08/15/12	08/17/12	M-Sun ABC 7 News at	M-F 11-1135p / Sa		:30			NM	6	\$3,900.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 --WTF-- 6 \$650.00												
N 21	7	08/15/12	08/17/12	Nightline	1135p-12:02:05a		:30			NM	3	\$675.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 --WTF-- 3 \$225.00												
N 22	7	08/20/12	08/21/12	Nightline	1135p-12:02:05a		:30			NM	2	\$450.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/20/12 08/26/12 MT----- 2 \$225.00												
N 23	7	08/18/12	08/18/12	Sat/Sun GMA	8-9a		:30			NM	1	\$250.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 -----S- 1 \$250.00												
N 24	7	08/19/12	08/19/12	Sat/Sun GMA	8-9a		:30			NM	1	\$250.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 -----S 1 \$250.00												
N 25	7	08/19/12	08/19/12	This Week	9-10a		:30			NM	1	\$185.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 -----S 1 \$185.00												
Totals											84	\$33,040.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/21/12	84	\$33,040.00	\$28,084.00
Totals	84	\$33,040.00	\$28,084.00

Signature: _____ Date: _____

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